



**U.S. DEPARTMENT OF COMMERCE ★ International Trade Administration**

# **Safety and Security Trade Mission to Brazil**

**May 20–23, 2003**

The U.S. Department of Commerce cordially invites your firm to explore new business opportunities in the largest market in South America by participating in a Safety and Security Trade Mission to Rio de Janeiro and São Paulo, May 20–23, 2003. During this event, led by two senior-level U.S. Government officials, you will have the opportunity to meet with high-ranking federal, state, and municipal safety and security officials in Rio de Janeiro and São Paulo through seminars, networking receptions, and roundtables.

## **Why Brazil?**

- Brazil has the largest economy and population in South America, offering considerable export opportunities for U.S. safety and security firms.
- Brazil loses through crime \$60 billion a year—or 10 percent of GDP. Both public and private sector interests in Brazil invest approximately \$20 billion per year combined in safety and security equipment and services.
- The Brazilian market for electronic security equipment in 2001 was valued at approximately \$750 million and is expected to increase by 20 percent in 2003.
- In 2003, the Brazilian Government plans to spend \$665 million to upgrade and expand its security infrastructure.
- U.S. manufacturers of security equipment are highly successful in Brazil, holding 50 percent of the import market.

## **Target Sectors**

### **Public Security**

- Radio and Communications Devices
- Airport Security
- Metal Detectors
- Investigation Software
- Biometry Equipment
- Cameras and Associated Software
- GPS Systems
- Criminal Investigation and Police Intelligence Systems

### **Private Security**

- Car Armoring and Theft Protection
- Electronic Security
- Cargo Tracking Systems
- Access Control Systems
- Burglar Alarms
- Fire Sensors and Alarms
- Closed-Circuit TV (CCTV) Systems
- Residential Security Devices

**To receive more information, please contact:**

**Mission Participation Fee: \$3,350.**

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Product(s): \_\_\_\_\_

***Hurry! Mission participation is limited. The application deadline is March 31, 2003!***